

effective radiated power (ERP) than VHF stations. The maximum ERP of a UHF station is 5000 KW¹⁹, while high band VHF stations are limited to 316 KW ERP and low band VHF stations are limited to 100 KW ERP. UHF Comparability at 73.

Operating at very high effective radiated power has some significant drawbacks for UHF stations, however. The electrical power required for a full power UHF operation may be 20 to 25 times the amount of power required for a full power low band VHF station. Id. at 75. In 1978, the annual transmitter operating cost of a 5000 KW ERP UHF station, including depreciation on equipment, was \$447,500. This compared to a \$55,360 annual transmitter operating cost for a full power low band UHF. Id. at 76. Indeed as a percentage of 1978 annual operating costs, transmission costs were 1.48 percent for a full power low band VHF station, 2.2 percent for a full-power high band VHF station, 12 percent for a UHF station operating with 2250 KW ERP and 22.6 percent for a UHF station operating with 5000 KW ERP. Id. at 75-77.

Given the extremely high cost of operating a 5000 KW UHF station, it is not surprising that only three percent of licensed UHF stations operate at maximum ERP. This compares to the 95 percent of low band VHF stations and 76 percent of high band VHF stations operating at maximum ERP. UHF Comparability

¹⁹Within 250 miles of the Canadian Border, UHF stations are limited to 1000 KW ERP in the absence of Canadian consent to a higher power. Agreement Effectuated by Exchange of Notes, TIAS 2594. Rod. Reg. 2d (P&F), Current Service, One Star Volume, 41:141 (1952).

at 126. The failure of most UHF stations to achieve maximum facilities has aggravated the signal coverage disadvantages UHF stations face in competing with VHF stations.

The Commission's UHF Comparability Task Force quantified the UHF coverage handicap by comparing the reception of average UHF and VHF stations by typical receivers using indoor and outdoor receive antennas. UHF Comparability at 90-97. Graphs depicting the results of this study are appended hereto as Attachment A.

As demonstrated by the graph representing indoor reception, average UHF stations are received in less than fifty percent of indoor receive locations twenty two miles distant from the UHF transmitter. This reduced level of indoor reception is achieved by low band VHF stations at 28 miles and by high band VHF stations at 34 miles. Attachment A, p.1. Thus the present non-network exclusivity rule corresponds roughly to the point where the average high band VHF signal is serving less than fifty percent of indoor receive sites.²⁰

The graph at Attachment A, p.3, depicting outdoor reception, shows that the rate of coverage area gained per unit distance from the transmitter is the same for UHF and VHF stations over the first thirty miles. Thereafter UHF coverage gain per unit distance decreases and becomes almost zero at

²⁰At this distance, the average UHF station is serving less than eleven percent of indoor receive sites and area gained per additional mile from the transmitter becomes insignificant. Attachment B at pp. 1-2.

sixty miles. At this distance, the UHF station's total area coverage is 6200 square miles. By contrast, the rate of coverage gain per unit distance for low band VHF outdoor reception does not decrease until 72 miles from the transmitter and does not approach zero until 100 miles from the transmitter. At that point the average low band VHF station covers 18,200 square miles, almost three times the area covered by an average UHF station.

The UHF Comparability Task Force also examined actual UHF coverage in fourteen intermixed markets to better quantify the UHF coverage handicap. UHF Comparability at 107-16. The study found that the average UHF station served 52 percent of the VHF population where indoor antennas were used and 65 percent of the VHF population where outdoor antennas were used. Id. at 111. In general, the UHF handicap was less in larger markets.²¹

In the course of their study, the Commission's staff found that the most drastic coverage disparities between UHF and VHF stations occurred with respect UHF stations located on the fringes of major markets. For example, a 2000 KW UHF station located on the edge of the Washington, D.C. market served only six percent of the population covered by Washington, D.C.'s VHF stations, assuming indoor reception.

²¹The 24 UHF sample stations in the top 50 markets had a predicted population coverage of 53 percent and 72 percent for the indoor and outdoor antenna, respectively. In the second 50 markets the equivalent figures for 14 stations were 48 percent and 51 percent. Id. at 111-12.

The staff found that this severe coverage disadvantage was "generally similar for other outlying stations analyzed." Id. at 113. It concluded that "Since these stations exhibit a significant population disadvantage even when area coverage is comparable, the handicap faced by this type of station is attributable to a location handicap at least as much as it is attributable to a UHF handicap." Id. at 113-14.²²

The UHF Comparability Task Force recognized that inferior programming can add substantially to the adverse effects of the UHF handicap. UHF Comparability at 159. Less attractive programs interact with the economics of transmitting and receiving UHF signals to increase the UHF product handicap. They reduce the gain in audience and revenue that can be expected from an increase in signal coverage. This reduction in revenue discourages investment in superior transmitting facilities and further increases the UHF picture quality handicap. Id. at 163.

The UHF programming handicap is a particularly troubling problem because, even with equally attractive programming, the economics of UHF broadcasting dictate less coverage for UHF stations than for VHF stations. Thus it is generally not profitable for a UHF station to invest as much in programming as VHF stations do. UHF Comparability at 162.

²²Thus the Commission's staff has clearly identified the "double whammy" faced by overshadowed UHF stations. They start out technically inferior to large market VHF stations and are further hampered by an inability to locate facilities near major population centers.

Unfortunately, the price UHF stations must pay for a program in a given market does not fully reflect the lower revenues that can be expected to result from the disparity between UHF and VHF signal coverage. The presence of VHF stations in the market tends to inflate the price paid for programs by UHF stations to a price close to that paid by VHF stations. UHF Comparability at 161.

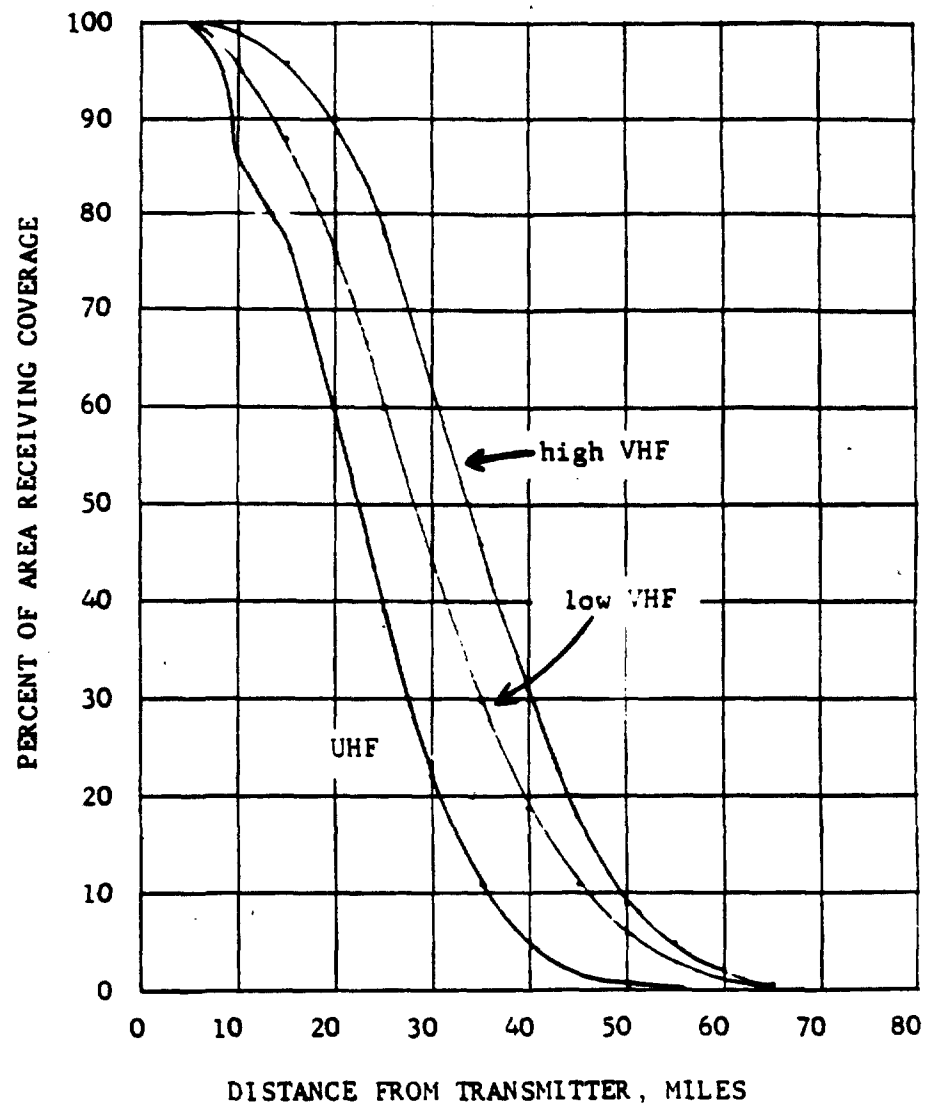


FIGURE 6-2. Indoor contour. Percent of area receiving coverage versus distance from transmitter in areas of average terrain.

Source: APT model for the indoor antenna contour.

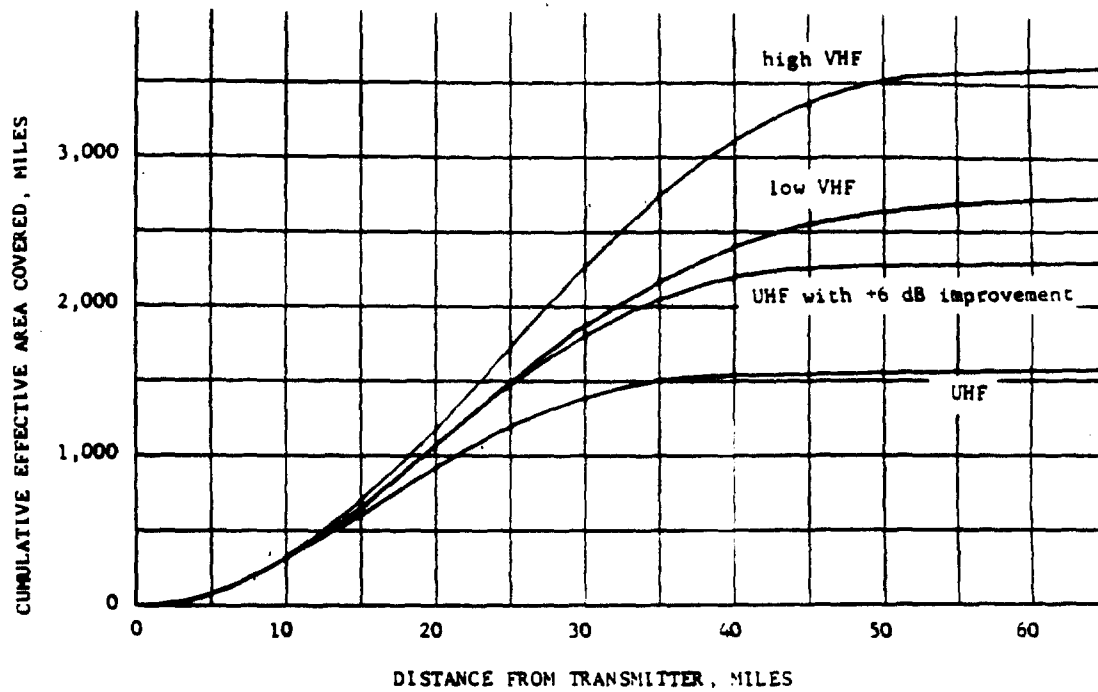


Figure 6-4. Cumulative effective area covered versus distance from transmitter, using assumptions for indoor receiving antennas in urbanized areas.

Source: APT model for the indoor antenna contour.

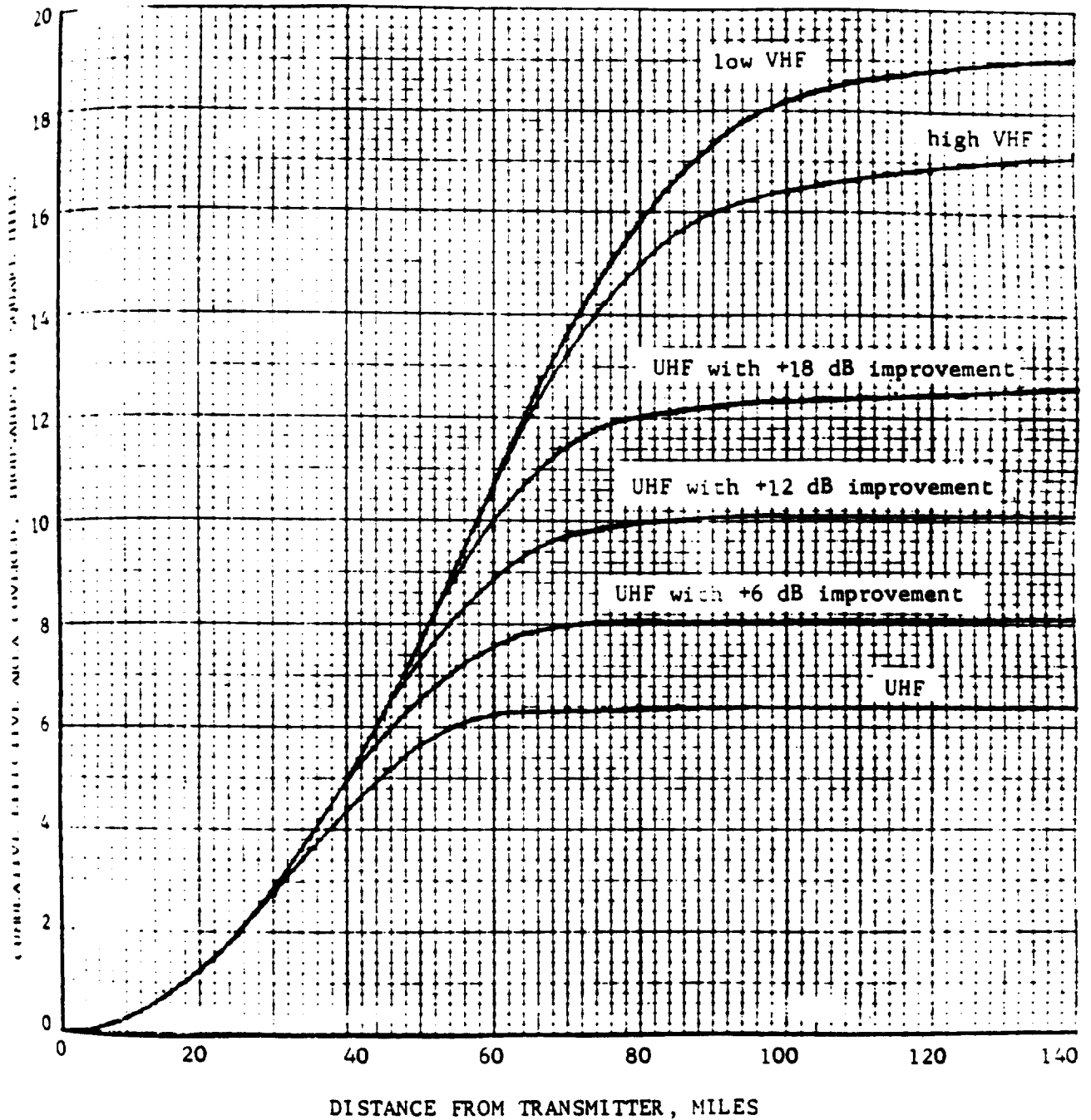


Figure 6-3. Cumulative effective area covered versus distance from transmitter, using assumptions for outdoor receiving antennas.

Source: APT model for the modified Grade B contour.

EXHIBIT 13

**VARIATIONS IN THE QUALITY OF
TELEVISION PROGRAMS**

Variations In The Quality Of Television Programs

A television station broadcasts many thousands of hours of television programming each year in an effort to attract audiences of a sufficient size to interest potential advertisers in the prospect of buying time on the station. Attractive programs are expensive to produce and costly for stations to acquire. Even high cost prime time network programs exhibit a wide variation in their relative ability to attract viewers.

Broadcasting and Cable Magazine reports weekly ratings data for network prime time television shows. Copies of these reports for the period March 27, through September 27, 1995 are appended hereto. The report for the week of September 25-October 1 includes the following data:

<u>Program</u>	<u>Ranking</u>	<u>Rating Points</u>	<u>Share</u>
ER	1	23.4	39
Hope & Gloria	30	11.3	18
The Marshal	59	8.5	14
Bonnie Hunt	90	5.6	11

All of these programs were broadcast over major networks. Each was costly to produce and acquire. Yet one of these programs delivered four times the audience of another.

The relative attractiveness of syndicated programs varies even more than that of network programs. Broadcasting Magazine's report on the top-rated syndicated shows for the week ending September 24, 1995 includes the following data:

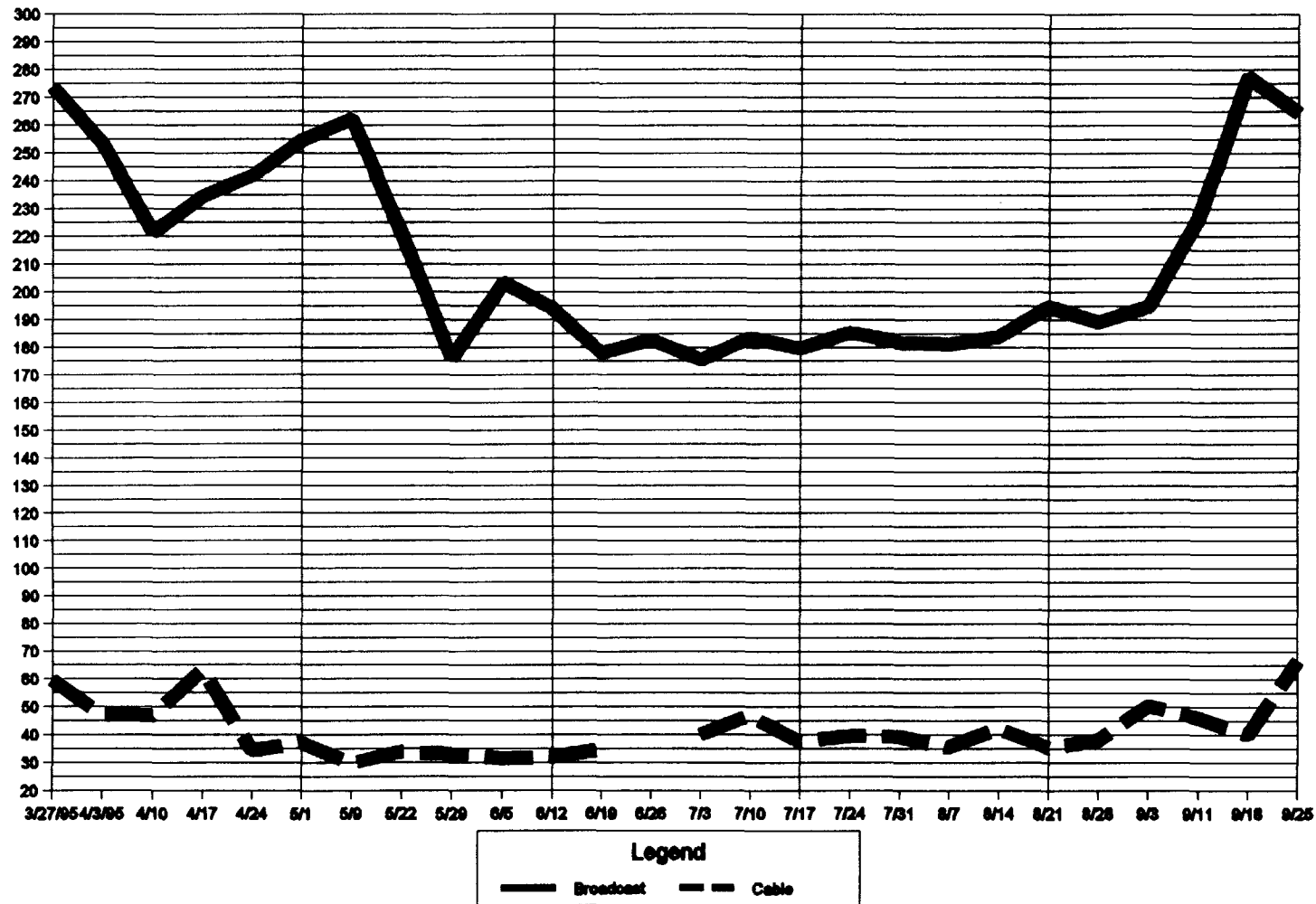
<u>Program</u>	<u>Rank</u>	<u>Average Audience</u>
Wheel of Fortune	1	11.8
Home Improvement	3	8.4
Seinfeld	6	6.2
NFL on TNT	8	5.9
Star Trek Deep		
Space Nine	11	5.6
Fresh Prince of		
Bel-Air	15	5

The number one rated syndicated program attracted an audience share comparable to that of the thirtieth ranked network program. The share for the eleventh ranked syndicated program corresponds to that of the ninetieth ranked network program.

The top cable shows reported for the week of September 25-October 1, 1995 do not show great variation in popularity with audiences. However, this is explainable by the fact that the top 15 shows that week were all primarily the same show, the CNN/TNT broadcasts of the O.J. Simpson trial. They all came in with a rating between 3.9 and 4.9 of US television households. This is less than the rating achieved by the ninetieth-ranked network program

The following chart illustrates the cumulative difference in audience reach between the top 15 television network programs and the top 15 cable network programs over the period March 27 to September 25, 1995:

Ratings: Broadcast vs. Cable*



* A.C. Nielsen ratings of top 15 programs in cable and broadcast television for the past 6 months. Data attached.

A.C. Nielsen ratings for the top 15 programs in cable and broadcast television from March 27, 1995 to October 1, 1995 as reported in Broadcasting and Cable magazine.

The week of March 27- April 2	Cable: 59.6	Broadcast: 274.1
The week of April 3 - 9	Cable: 47.3	Broadcast: 253.6
The week of April 10-16	Cable: 46.9	Broadcast: 221.5
The week of April 17-23	Cable: 63.3	Broadcast: 234.4
The week of April 24-30	Cable: 34.3	Broadcast: 242
The week of May 1-7	Cable: 37.2	Broadcast: 254.8
The week of April 9-15	Cable: 29.8	Broadcast: 262.5
The week of May 22-28	Cable: 34	Broadcast: 221.1
The week of May 29- June 4	Cable: 33	Broadcast: 176.2
The week of June 5-11	Cable: 31.4	Broadcast: 203.5
The week of June 12-18	Cable: 32.1	Broadcast: 193.9
The week of June 19-25	Cable: 34.5	Broadcast: 178.1
The week of June 26-July 2	Cable: (not repoted)	Broadcast: 182.7
The week of July 3-9	Cable: 40	Broadcast: 175.6
The week of July 10-16	Cable: 46.8	Broadcast: 183.5
The week of July 17-23	Cable: 37.4	Broadcast: 179.5
The week of July 24-30	Cable: 39.5	Broadcast: 185.3
The week of July 31-Aug. 6	Cable: 39.3	Broadcast: 181.8
The week of August 7-13	Cable: 35.5	Broadcast: 181.1
The week of August 14-20	Cable: 42.2	Broadcast: 183.8
The week of August 21-27	Cable: 35.3	Broadcast: 194.8
The week of August 28-Sept.3	Cable: 38	Broadcast: 189.1
The week of September 4-10	Cable: 50.42	Broadcast: 194.8
The week of September 11-17	Cable: 46.1	Broadcast: 226.8
The week of September 18-24	Cable: 39.9	Broadcast: 277.6
The week of September 25-Oct. 1	Cable: 66.7	Broadcast: 264.2

Maher hosts ACEs

Bill Maher, host of Comedy Central's *Politically Incorrect*, will host the 16th Annual CableACE Awards from the Wilshire Theatre in Los Angeles on Jan. 15 at 9 p.m. ET. Alan Jackson will be the featured performer at the ceremony, which will be telecast live exclusively on TNT.

CMT appeals ruling

Country Music Television has petitioned the Office of the U.S. Trade Representative to protest the network's removal from Canadian cable systems by the Canadian Radio-Television and Telecommunications Commission. CMT says the commission's action violates applicable provisions of the NAFTA free-trade agreement that deal with market access for service providers and confiscation of investments, and unfairly discriminates against U.S. firms. The commission rul-

ing says that Canadian cable system operators no longer can provide CMT to Canadian cable subscribers when a new Canadian-owned country music channel launches Jan. 1. Last Tuesday, Canada's Federal Court of Appeal dismissed CMT's appeal of the commission decision.

New Kasem countdown

Radio personality Casey Kasem is hosting a new weekly music countdown series, *Casey's Top Ten*, on E! Entertainment Television Saturdays at 9 a.m. ET/6 a.m. PT. The cable network also is expanding an existing series, *The Gossip Show*, from two to five days a week beginning Jan. 9.

On tap

The Cabletelevision Advertising Bureau's second annual Local Cable Sales Management Conference will take place June 24-27 at the Hyatt Regency in Dallas.

ANY- ONE CAN TALK

Top 15 basic cable shows

Following are the top 15 basic cable programs by the number of households tuning in. The cable network and the program are listed. The U.S. ratings are shown in parentheses. Source: Nielsen Media Research.

Program

1. NFL Football	NBC	Sat	8:00p	1,981	6.1
2. NFL Sportscenter	NBC	Sat	8:00p	1,973	6.0
3. Movie: 'Return of the Jedi'	NBC	Sat	8:00p	1,973	6.0
4. Movie: 'The Empire Strikes Back'	NBC	Sat	8:00p	1,973	6.0
5. Murder, She Wrote	ABC	Tue	8:00p	1,748	5.4
6. Murder, She Wrote	ABC	Wed	8:00p	1,748	5.4
7. Murder, She Wrote	ABC	Thu	8:00p	1,748	5.4
8. Doug	ABC	Fri	7:00p	1,748	5.4
9. Murder, She Wrote	ABC	Fri	7:00p	1,748	5.4
10. Movie: 'Ind Jones/Ting of L'	NBC	Sat	8:00p	1,748	5.4
11. Movie: 'Lindy'	NBC	Sat	8:00p	1,748	5.4
12. Movie: 'Jaws'	NBC	Sat	8:00p	1,748	5.4
13. WWF Monday Night Raw	NBC	Mon	8:00p	1,748	5.4
14. Doug	ABC	Fri	7:00p	1,748	5.4
15. Doug	ABC	Tue	7:00p	1,748	5.4

Following are the top five pay cable programs by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. Movie: 'Look Who's Talking Now'	NBC	Sat	8:00p	1,981	6.1
2. Movie: 'Under Siege'	NBC	Sun	12:00m	1,973	6.0
3. Movie: 'The Gelfin'	NBC	Tue	8:00p	1,973	6.0
4. Movie: 'Dennis the Menace'	NBC	Fri	11:00p	1,748	5.4
5. R Simmons Del Comedy Joke	NBC	Fri	12:00m	1,748	5.4



Broadcasting Ratings: Week 13, according to Nielsen, Dec. 12-18

	abc	ABC	CBS	NBC	FOX	
MONDAY	10.5/20					
8:00	54. Coach	9.4/15	26. The Nanny	12.2/19	40. Fresh Prince	10.3/16
8:30	45. Coach	9.8/16	24. Dave's World	12.4/19	58. Blossom	9.0/14
9:00	4. NFL Monday Night Football—Kansas City Chiefs vs. Miami Dolphins	19.5/32	14. Murphy Brown	14.8/22	25. NBC Monday Night Movie—Moment of Truth: Murder or Memory?	12.3/19
9:30			20. Love and War	13.5/20		
10:00			22. Northern Exposure	13.1/21		
10:30						
TUESDAY	17.5/28					
8:00	17. Full House	13.7/22	35. Rescue: 911	11.1/17	22. Wings	13.1/21
8:30	16. Me and the Boys	14.0/21			28. Something Wilder	11.9/18
9:00	1. Home Improvmt	22.1/32			13. Frasier	15.1/22
9:30	2. Grace Under Fire	21.6/32	34. CBS Tuesday Movie—Marked for Death	11.3/17	33. J Larroquette	11.4/17
10:00	6. Barbara Walters Special	17.8/29			48. Dateline NBC	9.6/16
10:30						
WEDNESDAY	13.2/2			11.0/15		
8:00	50. Sister, Sister	9.5/15	71. Garfield's Xmas	8.2/13	41. Cosby Mysteries	10.2/16
8:30	44. All American Girl	9.9/16	83. Boys Are Back	7.1/11		
9:00	8. Roseanne	16.6/26	74. Touched by an Angel	8.0/13	36. Bob Hope Christmas Special	11.0/17
9:30	10. Ellen	16.0/25	50. 48 Hours	9.5/16	29. Christmas in Washington	11.8/20
10:00	18. Turning Point	13.6/23				
10:30						
THURSDAY	9.2/10					
8:00			47. Due South	9.7/16	20. Mad About You	13.5/23
8:30	54. Elvis...The Tribute	9.4/15			18. Friends	13.6/22
9:00			63. Chicago Hope	8.8/14	5. Seinfeld	18.1/28
9:30			71. Eye to Eye with Connie Chung	8.2/14	12. Madman/Peep	15.2/24
10:00	67. Turning Point	8.6/15			3. E.R.	19.8/30
10:30						
FRIDAY						
8:00	30. Family Matters	11.7/22	50. Circus of the Stars	9.5/17	58. Unsolved Mysteries	9.0/17
8:30	36. Boy Meets Wld	11.0/20			41. Dateline NBC	10.2/17
9:00	38. Step By Step	10.6/18	45. Picket Fences	9.8/18	74. Homicide: Life on the Street	8.0/14
9:30	38. Hangin w/Mr. C	10.6/18				
10:00	15. 20/20	14.6/26				
10:30						
SATURDAY						
8:00	90. Christmas at Home with the Stars	6.4/12	57. Dr. Quinn Medicine Woman	9.2/17	91. Empty Nest	6.3/12
8:30			65. Five Mrs. Buch	8.7/16	86. Empty Nest	6.7/12
9:00	82. The Artistry of Torvill and Dean	7.2/13	65. Hearts Afire	8.7/16	88. Sweet Justice	6.5/12
9:30			27. Walker, Texas Ranger	12.0/22	61. Sisters	8.9/17
10:00	70. The Commish	8.3/16				
10:30						
SUNDAY						
7:00	63. Am Fun Hm Vid	8.8/15	9. 60 Minutes	16.2/27	58. Earth 2	9.0/15
7:30	80. On Our Own	7.5/13	11. Murder, She Wrote	15.3/24	56. seaQuest DSV	9.3/15
8:00	77. Lois & Clark	7.7/12				
8:30			7. CBS Sunday Movie—Christmas Romance	17.3/28	30. NBC Sunday Night Movie—Take Me Home Again	11.7/19
9:00						
9:30	85. ABC Sunday Night Movie—Don't Drink the Water	6.9/11				
10:00						
10:30						
WEEK'S AVGS		11.8/19	11.4/19	11.0/18	7.4/12	
SSN. TO DATE		12.2/20	11.9/19	11.5/19	7.7/12	

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE

TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 984,000 TV HOMES

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TEXT IS WEEKEND TV HOMES

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TEXT IS WINNER OF THE TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 964,000 TV HOMES

Broadcasting Cable Ratings: Week 14, according to Nielsen, Dec. 19-25

	abc ABC	CBS	NBC	FOX
MONDAY	16.3/26			
8:00	43. Coach 9.4/15	17. The Nanny 11.6/19	38. Fresh Prince 9.9/16	39. Melrose Place 9.8/16
8:30	50. Coach 8.6/14	13. Dave's World 12.3/19	48. Blossom 8.7/14	56. 90210 Christmas Special 8.2/16
9:00	1. NFL Monday Night Football—Dallas Cowboys vs. New Orleans Saints 19.5/32	34. Murphy Brown 10.3/16	9. NBC Monday Night Movies—One Christmas 13.6/21	
9:30		39. Best of Taxi 9.8/16		
10:00				
10:30				
TUESDAY	14.7/24			
8:00	16. Full House 11.9/20	26. Rescue: 911 10.8/18	26. Wings 10.8/18	77. Fox Tuesday Night Movie—Prelude to a Kiss 5.2/16
8:30	11. Me and the Boys 12.7/21		30. Something Wilder 10.6/17	
9:00	2. Home Improvement 18.9/29		13. Frasier 12.3/19	
9:30	3. Grace Under Fire 18.1/29	23. CBS Tuesday Movie—Silent Betrayal 11.0/18	42. J. LaRoquette 9.7/15	
10:00	9. NYPD Blue 13.2/23		19. Dateline NBC 11.3/19	
10:30				
WEDNESDAY	11.3/18			
8:00	45. Sister, Sister 9.1/15	51. Night Before Christmas 8.5/14	19. The Bermuda Triangle—Revealed 10.7/18	23. Beverly Hills, 90210 11.0/16
8:30	44. All American Girl 9.2/15	61. Boys Are Back 7.7/13	34. Dateline NBC 10.3/16	69. Models Inc. 6.8/16
9:00	7. Roseanne 14.0/22	29. Kathie Lee's Christmas 10.7/17	22. Law and Order 11.1/19	
9:30	10. Ellen 12.8/20	26. 48 Hours 10.8/18		
10:00	18. Turning Point 11.4/19			
10:30				
THURSDAY	8.6/13			
8:00	59. My So-Called Life 7.8/13	30. Mickey's Christmas Carol 10.6/18	12. Mad About You 12.5/21	66. Martin 7.1/16
8:30		39. Opryland's Country Christmas 9.8/16	15. Friends 12.0/20	63. Living Single 7.6/16
9:00	63. Matlock 7.6/12	65. Eye to Eye with Connie Chung 7.4/13	4. Seinfeld 17.3/28	67. New York Undercover 6.8/16
9:30			5. Mad About You 16.5/21	
10:00	34. Primetime Live 10.3/18		3. E.R. 14.1/16	
10:30				
FRIDAY				
8:00	33. Family Matters 10.4/21	47. Disney Christmas Fantasy on Ice 8.9/18	48. Unsolved Mysteries	83. M.A.N.T.I.S. 4.3/16
8:30	55. Wish Chg Xmas 8.3/16	53. Ringling Brothers Circus 8.4/16	34. Movie of the Week—I Want for Christmas	67. The X-Files 6.8/16
9:00	51. Step By Step 8.5/16	56. Television's Christmas Classic 8.2/16		
9:30	53. Hangin' w/Mr. C 8.4/16			
10:00	30. 20/20 10.6/20			
10:30				
SATURDAY				
8:00	84. ABC Saturday Family Movie—Pete's Dragon 3.9/10	61. Dr. Quinn Medicine Woman 7.7/20	84. Countdown to Christmas 3.9/10	77. Cops 5.2/16
8:30				71. Cops 6.2/16
9:00		59. Holidays: The Ed Sullivan Show 7.8/19	70. Movie of the Week—Mercy Mission: The Rescue of Flight 771 6.4/15	72. America's Most Wanted 6.1/16
9:30				
10:00	74. The Commish 5.9/14			
10:30				
SUNDAY				
7:00	76. Am Fun Hm Vid 5.3/13	25. 60 Minutes: The Entertainers 10.9/27	(nr) NBA Basketball Prime Time 4.1/10	86. Tiny Toons Xmas 3.2/16
7:30	80. On Our Own 4.9/12	46. Touched by an Angel 9.0/19		81. Fox Sunday Movie Special—Fengally 4.7/16
8:00	72. Lois & Clark 6.1/13			75. Married w/Chris 5.5/16
8:30		56. CBS Sunday Movie—Snowbound 8.2/16	79. NBC Sunday Night Movie—Earth 2 5.1/10	82. George Carlin 4.4/16
9:00	21. ABC Sunday Night Movie—Columbo: A Bird in the Hand 11.2/22			
9:30				
10:00				
10:30				
WEEK'S AVGS	10.4/19	9.4/17	9.5/18	6.5/12
SSN. TO DATE	12.0/20	11.7/19	11.4/19	7.7/12

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF THE TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 984,000 TV HOMES



vs.

TELEVISION
NETWORKS

Here are the affiliate lists UPN has made public and WB supplied advertisers three weeks ago. The UPN list comprises 96 stations covering 78% of homes; WB's, 43 stations covering 72%. WB says it has 17 more stations that bring its total coverage to 80%, but declines to identify them. WB's coverage includes 18% coverage from cable carriage of WGN Chicago in markets without WB affiliates.

Market (% of TV homes)	UPN	WB
1. New York (7.043)	WWOR	WPIX
2. Los Angeles (5.176)	KCOP	KTLA
3. Chicago (3.253)	WPWR	WGN
4. Philadelphia (2.813)	WGBS	WPHL
5. San Francisco (2.360)	KBHK	KOFY
6. Boston (2.208)	WSBK	WLV
7. Washington (1.967)	WDCA	WFTY
8. Dallas-Fort Worth (1.909)	KTXA	KXTX
9. Detroit (1.833)	WKBD	WXON
10. Atlanta (1.644)	None	WATL
11. Houston (1.637)	KTXH	None
12. Seattle-Tacoma (1.540)	KIRO	None
13. Cleveland (1.531)	WUAB	None
14. Minneapolis-St. Paul (1.479)	KMSP	KLGT
15. Tampa-St. Petersburg (1.458)	WTOG	WTMV
16. Miami-Ft. Lauderdale (1.373)	WBFS	WDZL
17. Pittsburgh (1.207)	WPTT	None
18. Denver (1.198)	KTVD	KWGN
19. Phoenix (1.188)	KUTP	KTVK/KKTM
20. St. Louis (1.175)	KDNL	KPLR
21. Sacramento (1.163)	KSCH	KFBK
22. Orlando-Daytona Beach (1.031)	WRBW	WKCF
23. Baltimore (1.027)	WNUV	None
24. Indianapolis (.971)	WTTV	WNDY
25. Portland, Ore. (.964)	KPTV	KEBN
26. Hartford-New Haven (.962)	None	WTVU
27. San Diego (.960)	KUSI	KTTY
28. Charlotte (.832)	WJZY	WFZT
29. Milwaukee (.827)	WCGV	None
30. Cincinnati (.821)	WSTR	None
31. Kansas City (.819)	KSMO	None
32. Raleigh-Durham (.800)	WLFL	WNCN
33. Nashville (.786)	WXMT	None
34. Columbus (.757)	WTTE	WWHO
35. Greenville-Sparta (.705)	WHNS	None
36. Buffalo (.670)	WUTV	None
37. Salt Lake City (.670)	KJZZ	KOOG
38. Grand Rapids (.665)	WOOD/WOTV	None
39. San Antonio (.658)	KABB	None
40. Norfolk-Portsmouth (.651)	WGNT	WVBT
41. New Orleans (.645)	New	WGNO
42. Memphis (.635)	WLMT	None
43. Oklahoma City (.606)	KOCB	None
44. Harrisburg-Lancaster (.606)	None	None
45. West Palm Beach (.599)	WTVX	None
46. Providence (.594)	None	WJAR
47. Wilkes Barre-Scranton (.582)	None	None
48. Greensboro-High Point (.575)	WNRW	None
49. Albuquerque-Santa Fe (.567)	KRQE	None
50. Louisville (.565)	WFTE	WBNA

Only markets in which at least one of the networks has reported an affiliate are listed after the top 50. UPN's lineup includes new stations in New Orleans and Waco, Tex., not yet on the air. Source of market rankings and percentages of coverage (out of 95.4 million TV homes): A.C. Nielsen Co.

Market (% of TV homes)	UPN	WB
51. Birmingham (.556)	WABM	None
53. Dayton (.538)	WRGT	None
54. Richmond (.518)	WRLH	WAWB
55. Jacksonville (.512)	WNFT	None
56. Charleston, W. Va. (.502)	WVAH	None
57. Fresno (.501)	KAIL	KGMC
58. Little Rock (.495)	KASN	None
59. Tulsa (.486)	KTFO	None
61. Mobile (.454)	WJTC	None
65. Austin (.418)	K49CY	KNVA
66. Roanoke (.409)	None	WDRG
67. Syracuse (.407)	WNYS	None
68. Lexington (.403)	WDKY	None
69. Honolulu (.398)	KFVE	None
70. Green Bay (.387)	WXGZ	None
71. Rochester (.387)	WUHF	None
72. Las Vegas (.385)	KRLR	KPBT
73. Des Moines (.383)	KDSM	None
74. Omaha (.379)	KPTM	KPTM
75. Spokane (.371)	KAYU	None
79. Portland, Me. (.359)	WPXT	None
81. Tucson (.350)	KTTU	None
82. Chattanooga (.333)	WFLI	None
83. Huntsville (.319)	None	WYLE
85. Madison (.318)	WISC	None
88. Davenport (.314)	KJMH	None
89. Ft. Myers (.313)	WNP	None
93. Bristol-Kingsport (.295)	WAP	None
95. Evansville (.288)	WB2AZ	None
96. Baton Rouge (.274)	WBTR	None
97. Colorado Springs (.271)	KCFM	None
98. Waco (.264)	TBA	None
100. El Paso (.261)	KZIA	KAF
101. Lincoln-Kearney (.261)	WTVG	None
102. Savannah (.258)	WJCL	WUE
105. Charleston, S.C. (.245)	WTAT	WCTP
110. Tyler (.227)	WFXK	None
112. Santa Barbara (.221)	KADY	None
119. Traverse City (.210)	WGIG	None
120. Lafayette (.206)	KODR	None
123. Yakima-Pasco (.194)	KBB	None
125. Boise (.186)	KHDT	None
127. Florence (.182)	WWMB	None
130. Amarillo (.179)	KCIT	None
134. Duluth (.174)	KOLD	None
140. Wichita Falls (.160)	KJL	None
142. Topeka (.160)	KMKT	None
145. Medford (.152)	KMVU	None
156. Anchorage (.129)	KYES	KYES
167. Elmira (.099)	None	WYDC
177. Yuma (.081)	KCEY	None
186. Jackson (.062)	WMTU	None
201. Lima (.041)	WFO	None
205. Fairbanks (.033)	KTV	None

Fox up, CBS down in switched markets

But for individual stations, it's another story

By Steve McClellan

The Fox network is making dramatic ratings gains in markets where recent affiliate changes have taken place. For the most part, those gains are coming at the expense of CBS. That's according to an analysis by Seltel, the New York-based rep firm, of the Nielsen ratings in markets where the switches have taken place.

Nevertheless, the individual stations Fox is using to make those gains are down in many cases. For example, in Cleveland, where Fox's post-switch prime time performance is up 20% or more, the new Fox affiliate, WJW-TV, is down 8 share points, sign-on to sign-off, in November 1994, compared with the previous year, Seltel reports. WJW-TV was affiliated with CBS before the switch.

In Kansas City, Fox's prime time performance is also up at least 20%, but WDAF-TV, which moved to Fox from NBC in September, is down 4 share points sign-on to sign-off in November.

Two other stations gained from the switches in those markets: WBNX-TV Cleveland and KSMO-TV Kansas City.

In Cleveland, new CBS affiliate WOIO is down substantially in prime time, but up across the board in the local market. The same is true for the new NBC affiliate in Kansas City, KSHB-TV.

The *CBS Evening News* has taken a substantial hit in the six switch markets involving CBS because none of the new CBS affiliates has local news. In those markets, the network's newscast is down by as much as 80%.

In Phoenix, where KSAZ-TV switched to Fox three weeks ago, the station's prime time ratings are up 29%, compared with the average prime time rating delivered by the former Fox affiliate, KNXV-TV, in 1993.

The affiliate switches in Phoenix are taking place in three stages. Independent KPHO-TV switched to CBS on Sept. 10. For the past three weeks, according to Seltel (whose analysis is the basis for all the ratings data reported in this story), the CBS rating and share are 21% lower with KPHO-TV,

Switched Stations—How They're Faring

9-3-94	Cleveland	WOIO WJW	Fox to CBS CBS to Fox	5 / 11 (-9%) 4 / 11 (-36%)
9-10-94	Phoenix	KPHO KSAZ	Ind. to CBS CBS to Ind.	5 / 13 (+62%) 4 / 9 (-44%)
9-12-94	Kansas City	KSHB WDAF	Fox to NBC NBC to Fox	4 / 11 — 4 / 12 (-25%)
9-12-94	Atlanta	WATL WAGA WGNX	Fox to Ind. CBS to Fox Ind. to CBS	4 / 9 (-18%) 7 / 16 (-16%) 4 / 10 (+42%)
9-12-94	Detroit	WJW WDAF WJW	Fox to Ind. CBS to Fox Ind. to CBS	4 / 9 (-18%) 4 / 16 (-42%) 3 / 6 n/a
9-12-94	Milwaukee	WCGV WTI WJW	Fox to Ind. CBS to Fox Ind. to CBS	3 / 7 (-36%) 5 / 13 (-28%) 2 / 6 (+200%)
12-13-94	Tampa	WTVT WTVT WTVT	Fox to Ind. CBS to Fox Ind. to CBS	4 / 11 (-18%) 4 / 11 (-18%) 4 / 11 (-18%)
12-14-94	Phoenix	KSAZ KNXV	Ind. to Fox Fox to Ind.	5 / 11 (-32%) 3 / 8 (-12%)

compared with its performance last year on KSAZ-TV.

The third stage in the Phoenix switch occurs today (Jan. 9) when KNXV-TV signs on to ABC and KTVK becomes an independent.

In Tampa, where three stations swapped affiliations on Dec. 12, the new Fox affiliate, WTVT, is delivering a 29% higher rating and a 20% higher share of audience in prime time than the former Fox station, WFTS, delivered in 1993.

There's good news and bad news for CBS in Milwaukee, Detroit and Atlanta. The bad news: The network's delivery in prime time in all three markets is down roughly 50% compared with the performance of the previous CBS affiliates.

The good news is that the new CBS affiliates in two of those markets, nearly invisible independents in Milwaukee and Detroit, are showing signs

of life. According to Seltel, both of the stations, WJW-TV Milwaukee and WGRN-TV Detroit, were 1- or 2-share stations in just about every daypart before they switched on Dec. 12.

However, in their first three weeks as CBS affiliates, both stations are averaging between a 7 share and a 9 share in prime time and sign-on to sign-off. In some cases in daytime, the stations are achieving double-digit shares with the CBS soap operas.

In Atlanta, CBS switched to a more established independent, Tribune's WGNX. So far, the station has grown approximately 4 share points in prime and sign-on-to-sign-off, to an 11.

For Fox, the trend is up in Milwaukee and Atlanta, but down in Detroit, Seltel reports. In Atlanta, new Fox affiliate WAGA-TV is up 26% in prime time since switching on Dec. 12, compared with the average performance of former Fox affiliate WATL.

Cable ad spending to rise 15%

Cable advertising revenue is expected to top \$5.3 billion in 1995, a 15.2% boost over the \$4.6 billion total projected for 1994, according to the Cabletelevision Advertising Bureau. The CAB says cable networks will attract \$3.6 billion in ad revenue, a 13% boost over 1994; local and spot cable advertising will climb to \$1.5 billion, a 15% boost over last year; and regional sports/news channel ad income in 1995 will climb to \$195 million, marking a 12% increase over 1994.

Choice gets Fox

Twentieth Century Fox, the last major studio that did not have a deal with Viewer's Choice, has agreed to make its titles available to the pay-per-view distributor beginning March 1. Included in the deal are recent Fox hits such as "True Lies" and "Speed" as well as future titles

from Twentieth Century Fox and Fox Searchlight pictures.

Cablevision gets Golf

Cablevision Industries has become the fourth cable MSO to reach a carriage agreement with The Golf Channel, joining Comcast Communications, Continental Cablevision and Newhouse Broadcasting. The 24-hour network debuts on Jan. 17.



AMERICA³

The Women's Team

America's Cup 1995

Lifetime looks for sports

Lifetime is planning a second and possibly third documentary tied to

its coverage of America 3, the first all-women's team to race for the America's Cup. The network planned to run its first documentary on the team last night (Jan. 8) and has a second special scheduled for April. If the team makes it to the finals, Lifetime has an option to do a third special. Meanwhile, the network is looking to delve yet deeper into sports with two as-yet-unnamed sporting sponsorships in the works for 1995.

Bacall picks flicks

Actress Lauren Bacall has joined American Movie Classics as its national spokesperson for 1995 and will host a weekly feature that will debut on the cable network this spring. The Friday evening series will feature Bacall introducing and commenting on classic movies she selects from AMC's library.

Free looks

Showtime Networks Inc. this week will run free previews for Showtime (Jan. 14-15) and The Movie Channel (Jan. 10-13). So far, 1,090 systems reaching more than 21.5 million basic subscribers have signed on for the Showtime preview; 637 systems reaching 17.5 million basic subs are on board for the TMC preview.

Dutch Boy on H&G

Newly launched Home & Garden Television has signed a multiyear charter advertiser agreement with Dutch Boy Paints that will include sponsorship of *Room by Room*, an original weekly half-hour series airing on the cable network.

More subs for Court

Court TV has gained 7.8 million subscribers as a result of the FCC's going-forth rules, according to CEO Steven Brill, bringing the network's total distribution to more than 20 million basic subscribers by early 1995. New system launches include Continental Cablevision of Jacksonville, Fresno and Dayton; Metrovision of Chicago; Time Warner of Orlando, Houston and Boston; and Viacom of Seattle. —R

Top cable shows

Following are the top 15 basic cable programs for the week of Dec. 26-Jan. 1, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>Bowl Games</i>	ESPN	Fri 9:01p	2,916	4.7	3.1
2. <i>Movie: 'The Outlaw Josey Wales'</i>	USA	Tue 8:00p	2,485	4.0	2.6
3. <i>Movie: 'Sunstroke'</i>	USA	Sun 4:00p	2,448	4.0	2.6
4. <i>Bowl Games</i>	ESPN	Thu 8:00p	2,427	3.9	2.5
5. <i>Bowl Games</i>	ESPN	Wed 8:00p	2,422	3.9	2.5
6. <i>Bowl Games</i>	ESPN	Sat 8:00p	2,412	3.8	2.5
7. <i>NFL Gameday</i>	ESPN	Sun 12:00n	2,396	3.8	2.5
8. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,131	3.4	2.2
9. <i>Gator Bowl</i>	TBS	Fri 7:30p	1,970	3.2	2.1
10. <i>Movie: 'Linda'</i>	USA	Sat 4:00p	1,912	3.1	2.0
11. <i>Sportscenter</i>	ESPN	Sun 11:30a	1,896	3.0	2.0
12. <i>Ren & Stimpy</i>	NICK	Sun 11:30a	1,854	3.1	1.9
13. <i>NFL Prime Time</i>	ESPN	Sun 7:30p	1,830	2.9	1.9
13. <i>Aaahh!! Real Monsters</i>	NICK	Sun 11:00a	1,823	3.0	1.9
15. <i>Rocko's Modern Life</i>	NICK	Sun 10:30a	1,821	3.0	1.9

Following are the top five pay cable programs for the period of Dec. 26-Jan. 1, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'A Perfect World'</i>	HBO	Sat 8:00p	2,338	11.5	2.5
2. <i>Movie: 'Look Who's Talking Now'</i>	HBO	Tue 8:00p	2,148	10.5	2.3
3. <i>Movie: 'Beverly Hills Cop II'</i>	HBO	Fri 8:00p	1,717	8.4	1.8
4. <i>R Simmons Def Comedy Jam</i>	HBO	Sat 2:00a	1,670	8.2	1.8
5. <i>Movie: 'Ground Zero'</i>	HBO	Tue 11:00p	1,641	8.0	1.7

ESPN tops basics in fourth quarter

Virtually all basic cable networks showed ratings boosts in fourth quarter 1994 over the same period last year, with top-rated ESPN showing a prime time A.C. Nielsen rating of 2.6 (1,649,000 households).

Among others showing prime time gains during the quarter was the second-place USA Network, climbing from 2.2 (1,335,000 homes) to 2.3 (1,452,000 homes) in a year-to-year comparison. USA actually had its highest-rated month ever in December 1994 with a 2.8 prime time rating, helped by hit movies like the "Star Wars" trilogy and the continued strength of off-net series *Murder, She Wrote*.

USA also finished 1994 as the top-rated basic cable network of the year with a 2.3 rating (1,443,000 homes), marking its fifth consecutive year in first place.

Other top-rated basic cable networks for the year were TBS with 1.9 (1,204,000 homes), down 1% from 1993; TNT with 1.8 (1,088,000 homes), a 6% boost over 1993; ESPN with 1.7 (1,096,000), a 6% drop from 1993; Nickelodeon with 1.2 (753,000 homes), up 9% over 1993, and Lifetime with 1.1 (664,000 homes), a 10% boost over 1993. USA's 1994 rating equaled its 1993 performance.

Prime time ratings for the other basic cable networks in 1994 (as supplied by Turner Broadcasting): CNN with 1.0 (619,000 homes); A&E with 1.1 (614,000 homes); TNN with 1.0 (609,000 homes); Discovery with 1.0 (606,000 homes); Family with 0.9 (547,000 homes); MTV with 0.7 (390,000 homes); WGN with 1.1 (370,000 homes); Headline News with 0.3 (175,000 homes); TLC with 0.4 (138,000 homes); Cartoon with 1.3 (137,000 homes); CNBC with 0.2 (127,000 homes); Comedy Central with 0.4 (111,000 homes); Sci-Fi with 0.6 (93,000 homes), and Court TV with 0.1 (17,000 homes). Court TV numbers are for fourth quarter only.

At least two networks that have

undergone significant programming changes, The Nashville Network and Lifetime, saw gains. The Nashville Network climbed from 0.9 (545,000) to 1.2 (718,000), thanks in part to a lineup of strong holiday specials.

Among the few networks to show prime time declines during fourth quarter 1994 was TBS, which

dropped from 2.3 (1,383,000 homes) to 1.8 (1,108,000 homes) with the absence of Atlanta Braves baseball. MTV also saw a slight drop, from 0.7 (397,000) to 0.6 (377,000).

TBS led all basic cable networks in total-day household delivery for fourth quarter 1994, averaging a 1.2 rating representing 744,000 homes. —RB

Basic Cable Ratings: 4Q 1994 vs. 4Q 1993

	Primetime (Mon-Sun 8-11 p.m.)				Mon-Sun 24 Hours			
	4Q 1994		4Q 1993		4Q 1994		4Q 1993	
	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)
ESPN	2.6	1,649	2.0	1,258	0.9	572	0.8	522
USA	2.3	1,452	2.2	1,335	1.1	663	1.1	651
*TNT	1.8	1,112	1.8	1,064	0.9	565	0.9	528
TBS	1.8	1,108	2.3	1,383	1.2	744	1.4	836
NICK	1.3	784	1.0	621	1.2	706	0.9	538
TNN	1.2	718	0.9	545	0.5	318	0.5	274
LIFE	1.2	690	0.9	547	0.7	392	0.6	371
A&E	1.1	642	0.9	522	0.8	476	0.6	333
CNN	1.0	620	0.9	587	0.6	355	0.5	336
DISC	1.0	607	0.9	561	0.5	334	0.5	311
FAM	1.0	571	0.9	517	0.4	243	0.4	249
WGN	1.1	390	1.1	390	0.6	217	0.7	233
MTV	0.6	377	0.7	397	0.5	285	0.5	289
HLN	NA	NA	0.3	173	NA	NA	0.3	179
TOON	1.3	150	1.0	80	0.8	99	0.8	74
VH1	0.3	NA	0.3	NA	0.2	NA	0.2	NA
PREVUE	0.4	120	0.3	100	0.2	65	0.2	55
TLC	0.4	137	0.4	109	0.3	96	0.3	84
SCIFI	0.6	109	0.6	88	0.4	68	0.4	54
CMT	0.4	94	0.4	98	0.3	72	0.4	94
COM	NA	NA	0.3	98	NA	NA	0.2	65
BET	0.6	NA	0.5	NA	0.4	NA	0.3	NA
CNBC	0.3	162	0.2	115	0.3	146	0.2	104

USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; CNBC's is 8-11:30 p.m. Mon.-Fri.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Family's is 7 a.m.-1 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; E!'s is 6 a.m.-3 a.m. Mon.-Sun.; TLC's is Mon.-Fri. 12 p.m.-3 a.m. and Sat.-Sun. 9 a.m.-3 a.m.; BET's is Mon.-Fri., 9 a.m.-4 a.m. All other networks are 6 a.m.-6 a.m. Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. NA—not available.

Broadcasting & Cable Ratings: Week 15, according to Nielsen, Dec. 26-Jan. 1

	ABC	CBS	NBC	FOX
MONDAY				
8:00	55. <i>Coach</i> 8.5/15	22. <i>The Nanny</i> 11.5/20	42. <i>Fresh Prince</i> 9.8/17	90. <i>Melrose Place</i> 4.4/8
8:30	57. <i>Coach</i> 8.4/15	19. <i>Dave's World</i> 11.9/20		
9:00	1. <i>NFL Monday Night Football—San Francisco 49ers vs. Minnesota Vikings</i> 20.4/36	27. <i>Murphy Brown</i> 11.1/18	17. <i>NBC Monday Night Movies—Danielle Steel's 'Once in a Lifetime'</i> 12.2/21	91. <i>Party of Five</i> 3.3/5
9:30		50. <i>Love and War</i> 9.2/15		
10:00		51. <i>Chicago Hope</i> 8.9/15		
10:30				
TUESDAY				
8:00	32. <i>Full House</i> 10.8/18		39. <i>Wings</i> 10.2/17	88. <i>Fox Tuesday Night Movie—Teenage Mutant Ninja Turtles II: Secret of the Ooze</i> 5.0/8
8:30	29. <i>Sister, Sister</i> 10.9/18	22. <i>CBS Tuesday Movie—Quick Change</i> 11.5/19	43. <i>Something Wilder</i> 9.7/16	
9:00	5. <i>Home Improvement</i> 15.4/25		22. <i>Frasier</i> 11.5/18	
9:30	9. <i>Grace Under Fire</i> 14.6/24		47. <i>Friends</i> 9.3/15	
10:00	17. <i>NYPD Blue</i> 12.2/21	57. <i>Chicago Hope</i> 8.4/15	38. <i>Dateline NBC</i> 10.3/18	
10:30				
WEDNESDAY				
8:00	35. <i>Sister, Sister</i> 10.5/18	26. <i>Beyond Belief</i> 11.3/19	75. <i>TV Nation Year-End Special</i> 6.7/11	78. <i>Beverly Hills, 90210</i> 6.6/11
8:30	40. <i>On Our Own</i> 10.1/17		41. <i>Dateline NBC</i> 9.9/17	87. <i>Party of Five</i> 5.5/9
9:00	12. <i>Roseanne</i> 13.4/22	63. <i>Kennedy Center Honors</i> 7.7/13	33. <i>Law and Order</i> 10.6/19	
9:30	15. <i>Ellen</i> 12.5/21			
10:00	6. <i>Turning Point</i> 15.3/27			
10:30				
THURSDAY				
8:00	67. <i>Lassie Unleashed: 280 Years</i> 7.4/12	47. <i>Due South</i> 9.3/15	16. <i>Mad About You</i> 12.4/21	71. <i>Martin</i> 6.8/11
8:30			14. <i>Friends</i> 12.7/21	68. <i>Living Single</i> 7.3/12
9:00	57. <i>ABC's World of Discovery</i> 8.4/14	44. <i>Chicago Hope</i> 9.4/15	3. <i>Seinfeld</i> 16.3/26	82. <i>New York Undercover</i> 6.2/10
9:30		54. <i>Eye to Eye with Connie Chung</i> 8.8/15	21. <i>Madman/Peop</i> 11.8/19	
10:00	51. <i>Primetime Live</i> 8.9/16		7. <i>E.R.</i> 15.1/26	
10:30				
FRIDAY				
8:00	36. <i>Family Matters</i> 10.4/19	61. <i>Diagnosis Murder</i> 8.1/15	51. <i>Unsolved Mysteries</i> 8.9/16	89. <i>M.A.N.T.I.S.</i> 4.9/9
8:30	36. <i>Boy Meets Girl</i> 10.4/19			
9:00	29. <i>Step By Step</i> 10.9/19	79. <i>Under Suspicion</i> 6.4/11	33. <i>Dateline NBC</i> 10.6/19	71. <i>The X-Files</i> 6.8/12
9:30	27. <i>Sister, Sister</i> 11.1/20	65. <i>Chicago Hope</i> 7.5/14	63. <i>Law and Order</i> 7.7/14	
10:00	13. <i>20/20</i> 12.9/24			
10:30				
SATURDAY				
8:00	69. <i>ABC Saturday Family Movie—The Flintstones: I Yabba-Dabba-Do!</i> 7.1/14	61. <i>Dr. Quinn Medicine Woman</i> 8.1/16	86. <i>King Orange Jamboree Parade</i> 5.8/12	75. <i>Cops</i> 6.7/13
8:30		83. <i>Five Mrs. Buch</i> 6.1/13		70. <i>Cops</i> 7.0/14
9:00		85. <i>Hearts Affire</i> 5.9/12	75. <i>Movie of the Week—Ray Alexander: A Taste for Justice</i> 6.7/14	84. <i>America's Most Wanted</i> 6.0/12
9:30		65. <i>Walker, Texas Ranger</i> 7.5/16		
10:00	79. <i>The Commish</i> 6.4/14			
10:30				
SUNDAY				
7:00	44. <i>Am Fun Hm Vid</i> 9.4/16	4. <i>60 Minutes</i> 15.5/26	71. <i>Top Secret Television II</i> 6.8/11	(in) <i>Encounters</i> 6.3/10
7:30	29. <i>Am Fun Hm Vid</i> 10.9/18			55. <i>Simpsons</i> 8.5/13
8:00	47. <i>Lois & Clark</i> 9.3/14	10. <i>Chicago Hope</i> 14.1/22	11. <i>Bowl Pre-Game</i> 14.0/23	60. <i>Married w/Child</i> 8.2/13
8:30				44. <i>Married w/Child</i> 9.4/14
9:00	19. <i>ABC Sunday Night Movie—A Dangerous Affair</i> 11.9/19	8. <i>CBS Sunday Movie—A Father for Charlie</i> 14.8/23	2. <i>Orange Bowl—Nebraska vs. Miami</i> 18.9/31	71. <i>George Carlin</i> 6.8/10
9:30				
10:00				
10:30				
WEEK'S AVGS	11.4/20	10.0/17	10.9/19	6.4/11
SSN. TO DATE	12.0/20	11.6/19	11.3/19	7.8/12

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 984,000 TV HOMES

Willis, president/100% stockholder) from HMW Communications Inc. (Owen Weber) for \$250,000. **Buyer** owns 16 AMs and 11 FM. **Seller** owns WRDU-FM Wilson, WTRG-FM Rocky Mount and WMFR(AM)-WMAG-FM/WFXF-FM Greensboro-High Point-Winston-Salem, all North Carolina, and is pending assignee of WJMZ-FM/WLYZ-FM Greer and WWMO(AM) Eden, both North Carolina, and WXWX-FM Easley, S.C. wwwb has MOR format on 1320 khz with 5 kw. Filed Dec. 7 (BAL941207EA).

WBRJ(AM) Marietta, Ohio □ Purchased by RASA Phoenix Corp. (David Stock, president/52% shareholder) from Tschudy Communication Corp., debtor-in-possession (Earl Judy, CEO/sole shareholder) for \$100,000. **Buyer** has no other broadcast interests. **Seller** owns WMOC(FM) Westover, W.Va.; WEYQ(FM) Marietta, Ohio, and WSKO(FM) Buffalo Gap, Va. Earl Judy owns WKOY(AM) Bluefield, WKMY(FM) Princeton and WPDJ-AM-FM Clarksburg, all West Virginia, and WSVG(AM)-WSIG(FM) Mt. Jackson, Va. WBRJ has news/talk format on 910 khz with 5 kw day, 61 w night.

WTZX(AM) Sparta, Tenn. □ Purchased by Austin Broadcasting Corp. (Wylie Austin, president, 100% stockholder) from Robert Gallaher for \$100,000. **Buyer** owns WSMT-AM-FM Sparta, Tenn. **Seller** is pending assignee of new commercial FM at Monterey, Tenn. WTZX has country format on 860 khz with 1 kw day, 9.9 w night. Filed Nov. 1 (BAL941101ED).

WRLD(FM) Valley, Ala. □ Purchased by Pearce Broadcasting Co. Inc. (David Denner, chairman/director, 4% stockholder) from Pearce Broadcasting Partnership (Alford Pearce, president, 34% stockholder) for 34% interest in buyer corporation and 3,400 shares of voting common stock. **Buyer** was established by parties to help capitalize and acquire certain assets used with station and has no other broadcast interests. **Seller** is 100% owner of Royal Broadcasting Co. Inc., licensee of WRLD(AM) West Point, Ga. WRLD has nostalgia format on 98.1 mhz with 3 kw and antenna 328 ft. Filed Dec. 20 (BAPH941220GJ).

WMIY(AM) Fairview, N.C. □ CP purchased by River City Communica-

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,923
Commercial FM	5,070
Educational FM	1,708
Total Radio	11,701
VHF LPTV	527
UHF LPTV	1,023
Total LPTV	1,550
FM translators	2,233
VHF translators	2,253
UHF translators	2,441
Total Translators	6,927

Service	Total
Commercial VHF TV	559
Commercial UHF TV	598
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,520

CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

*Based on TV household universe of 94.2 million.

Sources: Nielsen, NCTA and FCC.

tions Inc. (Frank Kinney, president, 33.3% stockholder; F. Michael Wix, 33.3% stockholder; Paul Kratzch, 33.3% stockholder) from Michael Gliner for \$15,000. **Buyer** owns WSKY(AM) Asheville, N.C. **Seller** is officer/director/stockholder of Satellite Radio Networks, which is appli-

cant for new AM at Bridge City, Tex. Gliner owns WREN(AM) Topeka, Kan., and is permittee of WMIW(AM) Atlantic Beach, WBAJ(AM) Blythwood, both South Carolina, and KGGN(AM) Gladstone, Mo. WMIY is unbuilt licensed to 880 khz with 1.1 kw day. Filed Dec. 2 (BAP941202EB). ■

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In his speech, Quello reassured broadcasters that he has their medium at heart. "I'll tell you right now that this commissioner does not intend to saddle the industry with overly burdensome regulations or payment schemes that will undermine your service to your communities."

And despite their differences, Quello promised to work closely with Hundt. The chairmanship is a "tough job," he said. "I'm looking forward to an improved relationship in the future."

BSkyB and BBC: mutually beneficial

By Steve McClellan

Rupert Murdoch's BSkyB has a relatively small share of UK TV homes (1 million out of 55 million). But he has joined with the noncommercial British Broadcasting Corp. to acquire programing and sports franchises that have helped both services boost their ratings.

Not all of the UK's established players think the strategy is a good idea. At an international panel session last week, Paul Jackson, a senior executive at Carlton UK Productions, part of the ITV network of companies, said the BBC was helping to establish another competitor in the marketplace faster than it could on its own.

But the BBC's Alan Howden responded that if the network's program strategy presented a problem for ITV, so be it. The BBC, he said, is a "fixed income" service that relies solely on subscription fees for its budgets. Thus, it is more efficient for the BBC to share program costs and windows with others. "We

Top cable shows

Following are the top 15 basic cable programs for the week of Jan. 16-22, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. Movie: 'Rambo: First Blood Pt. II'	USA	Sun 5:00p	3,336	5.3	3.5
2. Movie: 'Roadhouse'	TBS	Sun 4:30p	3,159	5.0	3.3
3. Movie: 'First Blood'	USA	Sun 3:00p	2,860	4.6	3.0
4. Movie: 'Rambo III'	USA	Sun 7:00p	2,818	4.5	3.0
5. Movie: 'Avenging Angel'	TNT	Sun 8:00p	2,813	4.6	2.9
6. Movie: 'Tremors'	USA	Sat 5:00p	2,727	4.3	2.9
7. Movie: 'Hang 'Em High'	TNT	Sun 3:30p	2,562	4.2	2.7
8. Movie: 'Rambo: First Blood Pt. II'	USA	Fri 9:00p	2,558	4.1	2.7
9. Movie: 'First Blood'	USA	Thu 9:00p	2,529	4.0	2.7
10. Golden Globe Awards	TBS	Sat 10:00p	2,375	3.8	2.5
11. Movie: 'Rambo III'	USA	Sat 8:00p	2,370	3.8	2.5
12. Movie: 'Men at Work'	TBS	Sun 2:30p	2,345	3.7	2.5
13. Murder, She Wrote	USA	Wed 8:00p	2,301	3.7	2.4
14. Movie: 'Grease'	TBS	Mon 5:50p	2,285	3.6	2.4
15. Movie: 'Jaws'	TBS	Sun 6:35p	2,275	3.6	2.4

Following are the top five pay cable programs for the period of Jan. 16-22, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. Movie: 'The Pelican Brief'	HBO	Sat 8:00p	3,868	18.2	4.1
2. Movie: 'The Fugitive'	HBO	Sat 10:45p	2,544	12.0	2.7
3. Movie: 'The Beverly Hillbillies'	HBO	Sun 1:00p	2,183	10.3	2.3
4. Movie: 'Taxicab Confessions'	HBO	Mon 11:45p	1,998	9.4	2.1
4. Movie: 'Night of the Running Man'	HBO	Thu 9:00p	1,870	8.8	2.0

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believe the satellite audience would have to get beyond 50% of the viewing population before we see damage to our own viewing levels," he said. And he doesn't see that happening in the next five years. "It may never happen," he said.

Also on the panel was John Sie, president of the Encore Networks. Sie said Encore was able to launch in a crowded pay TV environment

in the U.S. because it targeted viewers who wanted less violent and sexual content than the first-run theatrical movies offered by HBO and Showtime.

At Disney, Etienne de Villiers, president of the company's international TV division, said many of the classic Disney animation features will never be shown on TV—with the possible exception of Disney's

own cable networks. "It's not worth it to us," he said. The company believes it can better maximize revenue per title per viewer by marketing and remarketing films in theaters and in home video windows, he said.

"We're a brand in and of ourselves," said de Villiers. "We're less concerned about distribution than managing the brand."

'No-Holds-Barred' Barrett

Commissioner says FCC has no business regulating content

By Christopher Stern

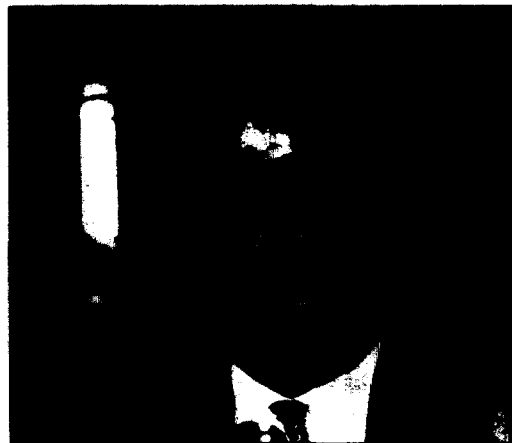
Andrew Barrett took the lead last week as three FCC commissioners and the chief of the NTIA fielded questions on telecommunications policy. From multiple ownership to TV violence Barrett left no doubt as to where he stood.

"I don't think the government ought to be going around telling people what ought to go into their house," Barrett told an appreciative audience at the joint INTV/opening NATPE session. "The question is: Has there been a reduction in demand for violence?" said Barrett, adding, "People show and produce what people want."

Barrett's position appeared to be at odds with that of other panel members, including commissioners Rachelle Chong and Susan Ness. When asked if she had noticed any reduction in television violence during the past year, Chong replied, "There has been some reduction, although there is still a lot there."

Ness acknowledged industry efforts to reduce children's exposure to violence but said, "We as a national community need to think about what we are exposing our children to."

Barrett also criticized FCC Chairman Reed Hundt's recent proposal to look at children's programming obligations on a market-by-market basis, rather than station-by-station. "We don't license markets, we license sta-



FCC Commissioner Andrew Barrett

tions," said Barrett.

Commerce Department Assistant Secretary Larry Irving was also critical of the proposal. He noted the Children's Television Act, which

authorized the FCC to insure that broadcasters provide kids TV required compliance on a station-by-station basis. Irving was an aide to former Telecommunications Subcommittee chairman Mark Markley (D-Mass.) when the legislation was passed in 1990.

Chong said she was interested in a market-by-market approach. She also said some broadcasters had approached her with a similar idea to pool their children's TV obligations. Under the proposal, one broadcaster would take responsibility for providing children's programming. In return, the broadcaster would be financially

compensated by others in the market.

Barrett also expressed his support for liberalization of the ownership rules. "If you hold back stations, you diminish their value," he said.

Prime averages for emerging broadcast networks—Jan. 16-22

WB	
WEDNESDAY	
8:00	100. The Wayans Bros. 2.2/4
8:30	100. The Parent 'Hood 2.2/3
9:00	102. Unhapp Ever After 1.8/3
9:30	103. Muscle 1.6/3
WEEK'S AVGS	2.0/3
SSN TO DATE	1.9/3

UPN	
MONDAY	
8:00	
8:30	22. Star Trek: Voyager 13.0/3
9:00	
9:30	
TUESDAY	
8:00	
8:30	98. Mariner 4.1/3
9:00	99. The Watcher 3.4/3
9:30	
WEEK'S AVGS	8.4/12
SSN TO DATE	8.4/12

Broadcasting & Cable Ratings: Week 18, according to Nielsen, Jan. 16-22

	ABC	CBS	NBC	FOX
MONDAY				12.7/18
8:00	48. Coach 10.3/15	23. The Nanny 12.8/19	63. Fresh Prince 8.9/13	
8:30	73. New Ballgame 8.2/12	16. Dave's World 13.6/19	75. Blossom 8.1/12	24. Melrose Place 12.7/18
9:00		15. Murphy Brown 13.8/19		
9:30	40. ABC Monday Night Movie—Death in Small Doses 11.0/16	19. Cybill 13.4/19	38. NBC Monday Night Movies—Out for Justice 11.1/17	
10:00		14. Chicago Hope 14.4/23		
10:30				11.0/16
TUESDAY				
8:00	34. Full House 11.5/18	42. Rescue: 911 10.9/17	44. Wings 10.7/17	
8:30	33. Me & the Boys 11.6/18		56. Something Wilder 9.4/14	40. R&R Skating Championship 11.0/16
9:00	5. Home Improvmt 17.4/25		20. Frazier 13.1/19	
9:30	6. Grace Under Fire 17.3/26	66. Before Your Eyes 8.7/13	37. J Larroquette 11.2/17	
10:00	9. NYPD Blue 17.1/28		28. Dateline NBC 12.0/20	
10:30				9.2/11
WEDNESDAY				
8:00	58. Sister, Sister 9.3/15	64. Women/House 8.8/14	30. Garth Brooks—The Hits 11.7/18	38. Beverly Hills, 90210 11.1/17
8:30	56. All American Girl 9.4/14	81. Hearts Afire 7.8/12		
9:00	13. Roseanne 14.5/22	86. Double Rush 7.5/12	30. Dateline NBC 11.7/18	89. Party of Five 7.3/11
9:30	18. Ellen 13.5/21	89. Love & War 7.3/11		
10:00	16. Primetime Live 13.6/23	44. Northern Exposure 10.7/18	44. Law and Order 10.7/18	
10:30				8.3/13
THURSDAY				
8:00	92. My So-Called Life 6.9/11	44. Due South 10.7/16	12. Mad About You 16.4/25	68. Martin 8.5/13
8:30			6. Friends 17.3/26	64. Living Single 8.8/13
9:00	66. Matlock 8.7/13	81. Eye to Eye with Connie Chung 7.8/12	2. Seinfeld 23.5/30	77. New York Undercover 8.0/12
9:30			3. Mad About You 21.1/30	
10:00	84. Day One 7.7/12	53. 48 Hours 9.7/15	1. E.R. 23.9/30	
10:30				
FRIDAY				
8:00	20. Family Matters 13.1/22	36. Diagnosis Murder 11.3/19	51. Unsolved Mysteries 10.1/17	96. M.A.N.T.I.S. 4.8/8
8:30	24. Boy Meets Girl 12.7/21			
9:00	24. Step By Step 12.7/21	54. Under Suspicion 9.5/16	51. Dateline NBC 10.1/17	77. The X-Files 8.0/13
9:30	29. Hangin' w/ Mr. C 11.9/20		79. Homicide: Life on the Street 7.9/14	
10:00	10. 20/20 16.9/29	53. Picket Fences 9.7/17		
10:30				
SATURDAY				
8:00		81. Dr. Quinn Medicine Woman 7.8/14	92. Empty Nest 6.9/12	8.4/15
8:30	87. ABC Saturday Family Movie—Every Which Way But Loose 7.4/13	87. Boys Are Back 7.4/13	91. Momnies 7.1/12	9.1/16
9:00		75. Five Mrs. Buch 8.1/14	85. Sweet Justice 7.6/13	8.5/15
9:30		43. Walker, Texas Ranger 10.8/19		
10:00	73. The Commish 8.2/14		59. Sisters 9.1/16	
10:30				
SUNDAY				
7:00	50. Am Fun Hm Vid 10.2/16	4. 60 Minutes 19.1/30	79. Earth 2 7.9/12	95. Simpsons 4.9/8
7:30	27. Am Fun Hm Vid 12.6/19			97. Get Smart 4.4/7
8:00	61. Lois & Clark 9.0/13	8. Murder, She Wrote 17.2/25	72. seaQuest DSV 8.3/12	48. Simpsons 10.3/15
8:30				68. House/Buggin' 8.5/12
9:00		11. CBS Sunday Movie—Big Dreams, Broken Hearts 16.7/26	34. NBC Sunday Night Movie—A Family Divided 11.5/18	61. Married w/Child 9.0/13
9:30	30. ABC Sunday Night Movie—The Rookie 11.7/18			94. Dream On 6.0/9
10:00				
10:30				
WEEK'S AVGS	11.2/18	11.4/18	11.8/18	8.9/14
SSN. TO DATE	12.0/20	11.5/19	11.4/19	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 984,000 TV HOMES